

Amendments to the Claims:

1. (Currently amended) A system comprising:
a service platform configured to run an on-line service, the on-line service for providing a certain content, the service platform comprising:
transmitting means for ~~transmitting~~ providing for transmission of the certain content to at least one terminal via a network; and
providing means for facilitating provision ~~providing~~ along with the transmitted certain content of at least one content-related predefined message to the at least one terminal, the content-related predefined message being generated independently of the certain content and automatically modified based on an identity of the certain content and also being configured to be transmitted from the at least one terminal; and
at least one terminal configured to receive the certain content and the at least one content-related predefined message from said service platform through the network, the at least one terminal comprising:
selecting means for enabling selecting, by a user of said at least one terminal, whether to transmit one or more of the provided at least one content-related predefined message from said at least one terminal; and
transmitting means for ~~transmitting~~ providing for transmission of, when the user of said at least one terminal selects to transmit one or more of the provided at least one content-related predefined message, the selected one or more of the provided at least one content-related predefined message to at least one address selectable by the user of said at least one terminal.
2. (Previously presented) The system of claim 1, wherein the at least one address selectable by the user of the at least one terminal comprises a predetermined address provided by the service platform.

3. (Previously presented) The system of claim 1, wherein the at least one address selectable by the user of the at least one terminal comprises an address of the service platform.

4. (Previously presented) The system of claim 1,
wherein the at least one address selectable by the user of the at least one terminal comprises an address of at least one other terminal.

5. (Original) The system of claim 4, wherein the at least one other terminal comprises a wireless terminal.

6. (Original) The system of claim 4, further comprising:
means for assessing an output capability of said at least one other terminal to receive the predefined message; and
means for configuring the predefined message, prior to transmitting the predefined message to the address of the at least one other terminal, so that the output capability of the at least one other terminal to receive the predefined message is taken into consideration.

7. (Previously Presented) The system of claim 1, wherein said providing means comprises a content determining means for determining the content of the on-line service.

8. (Previously Presented) The system of claim 7, wherein said providing means receives a predefined criteria and generates or selects the predefined message based upon the predefined criteria.

9. (Previously presented) The system of claim 4, wherein the at least one terminal is a mobile phone.

10. (Previously presented) The system of claim 1, wherein the at least one terminal comprises a dedicated button to be activated by the user of the at least one terminal to cause one or more of the provided at least one content-related predefined message to be transmitted to the at least one address selectable by the user of the at least one terminal.

11. (Previously presented) The system of claim 1, wherein the at least one terminal comprises an indicator to be displayed to indicate that the provided at least one content-related predefined message is available for selection.

12. (Previously presented) The system of claim 1, wherein the at least one content-related predefined message comprises an automated message that is sent automatically to the at least one address selectable by the user of the at least one terminal when at least one condition of the certain content matches any of a predefined criteria.

13. (Canceled)

14. (Previously Presented) The system of claim 1, wherein the predefined message is stored in and retrieved by the providing means from a storage device in the service platform.

15. (Original) The system of claim 1, wherein the predefined message comprises at least one of voice, text, sound, an image, a picture, and a video.

16. (Currently amended) A method comprising:
providing for connection of ~~connecting~~ a terminal to a service platform running an on-line service, the on-line service transmitting a certain content to the terminal;
facilitating provision of ~~providing~~ a content-related predefined message to the terminal, the message being generated independently of the certain content and automatically

modified based on an identity of the certain content and also being configured to be transmitted from the terminal;

providing for receipt of ~~receiving~~ a selection, from ~~a user of~~ the terminal, whether to transmit the provided content-related predefined message; and

facilitating transmission ~~transmitting~~, ~~when following receipt of the selection~~ user selects to transmit the provided content-related predefined message, of the provided content-related predefined message from the terminal to at least one address selectable by ~~the a user of~~ the terminal.

17. (Previously presented) The method of claim 16, wherein the at least one address selectable by the user of the terminal comprises a predetermined address.

18. (Previously presented) The method of claim 16, wherein the at least one address selectable by the user of the terminal comprises an address of the service platform.

19. (Currently amended) The method of claim 16, further comprising:
facilitating a connection of ~~connecting~~ at least one other terminal to at least one of the terminal and the service platform.

20. (Previously presented) The method of claim 19, wherein the at least one address selectable by the user of the terminal comprises an address of the at least one other terminal.

21. (Original) The method of claim 19, wherein the at least one other terminal is a wireless terminal.

22. (Previously Presented) The method of claim 19, further comprising:
assessing an output capability of the at least one other terminal to receive the predefined message; and

configuring the predefined message, prior to transmitting the predefined message to the address of the at least one other terminal, so that the output capability of the at least one other terminal to receive the predefined message is taken into consideration.

23. (Previously Presented) The method of claim 16, wherein the providing a content-related predefined message based upon the certain content comprises:

determining the content of the on-line service.

24. (Previously Presented) The method of claim 23, further comprising:
receiving a predefined criteria, and generating or selecting the content-related predefined message based upon the predefined criteria.

25. (Previously presented) The method of claim 19, wherein at least one of the terminal and the at least one other terminal is a mobile phone.

26. (Previously Presented) The method of claim 16, further comprising:
indicating to the user that the content-related predefined message is available.

27. (Previously presented) The method of claim 16, wherein the transmitting the predefined message to the at least one address selectable by the user of the terminal is automatic.

28. (Previously presented) The method of claim 16, wherein the predefined message is stored in and retrieved from a storage device in the terminal.

29. (Original) The method of claim 16, wherein the predefined message is stored in and retrieved from a storage device in the service platform.

30. (Original) The method of claim 16, wherein the predefined message comprises at least one of voice, text, sound, an image, a picture, and a video.

31. (Withdrawn) An apparatus comprising:
a processor in communication with a data storage device, the processor being configured to:
- i. maintain in the storage device a database identifying at least one set of predefined messages available to send to at least one of a plurality of preselected destination addresses;
 - ii. scan content-related events to find conditions matching any of at least one content-related predefined criteria, the content-related events occurring as part of an on-line service;
 - iii. provide at least one content-related predefined message to a terminal when at least one condition matching any of the at least one content-related predefined criteria is found, wherein the at least one content-related predefined message is generated independently of the content-related events and automatically modified based on the content-related events, is configured to be transmitted from the terminal, and is subject to interaction with a user of the terminal;
 - iv. receive a command from the user indicating whether the user wishes to transmit the provided at least one content-related predefined message; and
 - v. send the provided at least one content-related predefined message from said terminal to at least one of the plurality of preselected destination addresses when the received command indicates that the user wishes to transmit the provided at least one content-related predefined message.

32. (Withdrawn) The apparatus of claim 31, further comprising:
means for assessing an output capability of a terminal to receive the
provided at least one content-related predefined message at the at least one
destination address of the plural preselected destination addresses; and
means for configuring the provided at least one content-related predefined
message, prior to transmitting said predefined message to the at least one
destination address of the plural preselected destination addresses, so that
said predefined message is within the output capability of the terminal to
receive said predefined message at the at least one destination address.
33. (Withdrawn) The apparatus of claim 31, further comprising:
an input for receiving certain content from an on-line service;
wherein the processor is further configured to whether the certain content of the
on-line service has at least one condition matching any of the at least one content-related
predefined criteria.
34. (Withdrawn) The apparatus of claim 31, wherein the terminal is a mobile phone.
35. (Withdrawn) The apparatus of claim 31, further comprising:
a dedicated button to be activated by a user to cause the provided at least one
content-related predefined message to be transmitted to the at least one of the plurality of
preselected destination addresses.
36. (Withdrawn) The apparatus of claim 31, wherein the storage device is located in
the terminal.
37. (Withdrawn) The apparatus of claim 31, wherein the storage device is located in
a service platform.

38. (Withdrawn) The apparatus of claim 31, wherein the predefined message comprises at least one of voice, text, sound, an image, a picture, and a video.

39. (Previously presented) The system of claim 1, wherein the on-line service comprises at least one of an Internet web site, and a network server providing at least one of an interactive program and streaming audio and/or video.

40. (Previously Presented) The system of claim 1, wherein the certain content comprises at least one of a web page, an output of an interactive program, and streaming audio and/or video.

41. (Currently amended) The method of claim 16, wherein facilitating the provision of ~~providing~~ the content-related predefined message is performed by at least one of the service platform and the terminal.

42. (Currently amended) The method of claim 16, wherein facilitating the transmission of ~~transmitting~~ the provided content-related predefined message is performed by at least one of the service platform and the terminal.

43. (Currently amended) A system comprising:
a service platform configured to facilitate transmission of ~~transmit~~ a certain content provided by at least one of said service platform and an on-line service;
a terminal at least configured to receive the certain content from the service platform through a network;
means for facilitating provision of ~~providing~~ a content-related predefined message to the terminal, the message being generated independently of the certain content and

automatically modified based on an identity of the certain content and also being configured to be transmitted from said terminal;

means for facilitating receipt ~~receiving~~, from a user of said terminal, whether to transmit the provided content-related predefined message from the terminal; and

transmitting means for facilitating transmission ~~transmitting~~, when the user selects to transmit the predefined message, of the provided predefined message from said terminal to at least one address selectable by the user.

44. (Currently amended) The system of claim 43, wherein the ~~providing~~ means for facilitating provision of a content-related predefined message to the terminal is connected to, and/or a part of, at least one of the service platform and the terminal.

45. (Previously presented) The system of claim 43, wherein the transmitting means is connected to, and/or a part of, at least one of the service platform and the terminal.

46. (Withdrawn) An apparatus comprising:
means for indicating that a content-related predefined message based on received certain content is available for transmission, the message being generated independently of the received certain content and automatically modified based on an identity of the received certain content and also being configured to be transmitted; and

means for receiving input that a user wishes to transmit an available content-related predefined message;

wherein the certain content is scanned to determine whether an appropriate content-related predefined message is applicable to the certain content, and, when an appropriate content-related predefined message is applicable to the certain content, the means for indicating on the display is prompted to indicate that a content-related predefined message based on the received certain content is available for transmission; and

wherein, once it is indicated that a content-related predefined message is available for transmission, the user may choose whether to originally send the available content-related predefined message, and, when the user wishes to originally transmit the available content-related message, the user is permitted to use the means to indicate that the user wishes to transmit the available content-related predefined message from said apparatus.

47. (Withdrawn) The apparatus of claim 46, wherein the scanning to determine whether an appropriate content-related predefined message is applicable to the certain content is performed by at least one of the apparatus or a service platform.

48. (Withdrawn) The apparatus of claim 47, wherein the service platform has a communication link with a content provider.

49. (Withdrawn) The apparatus of claim 46, wherein a plurality of content-related predefined messages is stored in at least one of the apparatus or a service platform.

50. (Withdrawn) The apparatus of claim 49, wherein the service platform has a communication link with a content provider.

51. (Currently amended) The system of claim 1, wherein said providing means are configured to facilitate provision ~~provide~~ along with the transmitted certain content at least one content-related predefined message to the user of the at least one terminal that characterizes the certain content and identifies a source of the certain content.

53. (Previously presented) The system of claim 7, wherein said content determining means are further configured to determine a source the content of the on-line service.

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54. (Currently amended) The system of claim 1, wherein said providing means are configured to facilitate provision ~~provide~~ along with the transmitted certain content at least one content-related predefined message, the message being generated independently of the certain content and automatically modified based on an identity of the certain content and an identity of a source of the certain content.

55. (Withdrawn) The apparatus of claim 31, wherein said processor is integrated with the terminal.